

The Diamond Drill

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HARD ON NEWSPAPERS.

Joyful days for the newspaper men. News print is up a little matter of 250 per cent over a twelve-month ago, and, furthermore, is hard to get on any terms. The Mining Journal, which, through no choice of the publishers, must appear as a six-page paper for a period, has a shipment coming that is a month overdue, and the only satisfaction that can be obtained from the mills is that they cannot get around yet to turning the order out. Now there is the prospect of the railroad strike, which if it actually occurs and is prolonged, might actually put many newspapers out of business for a period of weeks, after they had used up their paper on hand. Just now it is a fortunate newspaper that has its warehouse full of news print. But there are not many of these. The disturbance in this phase of the newspaper business came with little warning. Never before have the newspapers had any difficulty getting news print, so it has been their practice to keep on hand a supply large enough for a few weeks' run, depending on the steady flow of shipments to meet their needs as they arose. Thus most newspapers today are prepared to meet their requirements for only a comparatively short time, and this is particularly the case now because of the great difficulty of obtaining shipment during the past several years. So the public need not be surprised, if the railroad strike occurs, to witness, as a result, some startling change in both the form and the size of its favorite journals. Some of them would shortly be hard pressed to print on any terms. They will not be able to be choosers.—Marquette Mining Journal.

Until further notice all persons are requested to boil city water before using as the intake is broken, which makes it unsafe for drinking purposes.

ADVISES CHANGED METHODS.

C. P. Merchants Urged to Study Mail Order Methods.

An inspiring address on a subject which is of utmost importance to every merchant in Cloverland, was delivered by Leo C. Harmon, of Manistique, before the Upper Peninsula Development bureau at Escanaba Saturday, says the Manistique Pioneer-Tribune.

Mr. Harmon went to the very root of the matter, and not only diagnosed the trouble but offered a satisfactory remedy.

The address is as follows: "I have prepared for your consideration a paper dealing with a subject that is of vital interest to every citizen in Cloverland who is either a merchant or who is interested in the success of merchants. I refer to the unrelenting activity of the mail order houses.

"I am convinced that the merchants of Escanaba are not in sympathy with the so-called mail order houses. I am convinced that this is a cancerous growth fast eating into the heart of commercialism. Impartial investigations show that no greater handicap confronts the merchants of Cloverland than the pernicious activities of the big mail order houses.

"How to successfully meet this growing tendency of the time. How to successfully combat this commercial evil has engaged the attention of many of you, as it has engaged the attention of merchants elsewhere throughout this land.

Legislation Fails.

"Some of our sister states have attempted by legislative enactments to curtail this influence. The mail order house meets this onslaught with the weapon of silence. The two-cent postal stamp furnishes the cue to the all-powerful methods of the mail order houses. Get this one thought well in mind—the two-fisted salesman can do things the two-cent salesman cannot do. The reverse is equally true. What merchants must learn is the concrete difference between the two—their respective possibilities. When you merchants learn this, you will quit trying to eat soup with a fork or drive with a putter. You will throw off the unnecessary handicaps which have been self imposed. You must learn just what it cannot do. Then your fight is half won. The use of the two-cent postal stamp by the mail order houses is the most precise

and fixed among all methods employed by man for building up sales. It takes just so long to get a two-cent salesman anywhere. You can tell when your message will reach your customer by looking at the time-table.

"No thoughtful business man can be prejudiced against the mail order principle because he himself employs it every day of his life. Show me a man without a typewriter or a pen in his office. Show me the man on whom the postman never calls. Show me the man who never receives a letter or sends one, and I will then admit that there is a man who does not employ the mail order principle.

"The retail dealer has every right to exist because he renders service; otherwise he automatically eliminates himself. The mere fact that he does exist is self-evident that he has a right to exist. There is no question about the service that the mails render the business public. There would be a panic in this country in twenty-four hours if the mails as a service institution were abolished. What the mail order people and the other fellows ought to do is to understand each other and what each is trying to accomplish. If they fight, the ultimate consumer suffers. If they fight to a finish, the ultimate consumer will starve, which means that they, too, will starve, for every man is an ultimate consumer, no matter what his business may be.

"The progressive way of doing things is to analyze instead of mobilize; shed thought instead of blood. Recognize the right of the other fellow and you will usually find him a pretty decent chap.

Use Mail Order Plan.

"You can no longer combat the mail order idea, no matter what your past ideas may have been. The thing to do is to use it yourself. If the mail order houses are eating into your profits, in a friendly way vie with them; put their weapons into your own hands. Anybody with two cents who knows where the postoffice is can subjugate this powerful mail order force and put it to work for himself, but before you undertake to extend your trade in this manner you must realize that the daily press is an essential adjunct to any such advertising campaign. This gives you a medium of appeal that is personal, and that in itself is a distinct advantage over the other fellow. Circularize your customers and prospects by mail. This plan is especially effective in announcing fall and spring styles and holiday goods and to sup-

plement special or bargain sales. Use a large space in your local paper to announce such sales. Several days in advance mail a copy of this advertisement with a sales letter to a selected list of customers or prospects, requesting them to call and make selections the day before the sale is to take place. The famous White Seal of the largest retail establishment in the world, the Bon Marche in Paris, is conducted along these lines.

Like Starting Balky Horse.

"Your advertisements, catalogues, circulars and sales letters must meet the same standards of excellence found in those put out by the big mail order houses. One of the most noted horse trainers in the world, when asked the easiest way to start a balky horse, said 'Lift one of his fore feet and rap him sharply on the frog with a wrench. This takes his mind off balking and you start him going. The hardest part of any sales letter or advertisement to write is the opening and closing paragraphs. In the opening paragraph it is often necessary to give the recipient a 'mental jolt,' surprise him with a statement or a claim that is out of the ordinary—set him to thinking about something different from the subject in his mind at the time he opens your letter or reads your advertisement—then 'you can start him going.'

"How to meet the talent of the high-salaried publicity man of the big mail order houses suggests that by co-operative effort similar talent may be had by the local merchants. Let the merchants organize into groups, having a publicity man in charge of each group, and through him and the press of Escanaba let the farmers and other consumers of Delta County know that you are capable of furnishing better merchandise at better prices, with better service. This can be accomplished, retail dealers of Escanaba, and by this accomplishment you will create a better spirit of good business fellowship among you and raise your merchandising excellency to a standard that will make you invincible."

MINING ENGINEERS MEET

Leading metal producing companies from all sections of the country will be represented by members of their staff at the meeting of the American Institute of Mining Engineers, which convenes in Arizona on September 18th. The country's record production of metal during the past year has greatly stimulated the interest in those general mining topics which will be discussed at the Institute's sessions.

More than twenty corporations have already expressed a desire to be represented by Institute members who may participate in the technical gathering. Some of these are Anaconda Copper Mining Co., the largest copper producing company in the country; American Smelting and Refining Co., the largest lead producing company; Ray Consolidated Copper Co., Treadwell and Alaska Juneau mines, Miami Copper Co., and the New Jersey Zinc Co. Among the prominent engineers who will be present are L. D. Ricketts, Benjamin B. Thayer, William L. Saunders, Sidney J. Jennings, George D. Barron and Philip N. Moore. A special train from New York will be the traveling headquarters, the train moving from point to point in Arizona each day during the week of the Convention.

Some seventy papers have been prepared for discussion at the meeting. These papers bear largely upon new methods of production and the mining outlook in various parts of the world.

Some of the most important of these are: Automatic Operation of Mine Hoists as Exemplified by the New Electric Hoists for the Inspiration Copper Co. By H. Kenyon Burch and M. A. Whiting.

The Water Problem at the Old Dominion Mine. By P. G. Beckett. Power Plant of Burro Mountain Copper Co. By Charles Legrand. Geology of the Warren Mining District. By Y. Bonillas, J. B. Tenny and Leon Feuchere.

Flotation Concentration at Anaconda, Mont. By Frederick Laist and Albert E. Wiggins.

History of the Flotation Process at Inspiration. By Rudolf Gahl.

The Advent of Flotation in the Clifton-Morenci District, Arizona, 1914-15. By David Cole.

Comparative Test of the Marathon, Chilian and Harding Mills. By F. G. Blickensderfer.

The Inspiration Plant, Concentrator and Other Surface Equipment. By H. Kenyon Burch.

AUTOMOBILE FOR SALE.

Five passenger touring car in good condition for sale. Has electric lights, demountable rims, extra rim and tire, tire pump, new tires and tools. Will sell on time or trade for real estate or timber. G. L. Woodworth, Iron River, Mich. 2-w

Subscribe for the Diamond Drill

NEW COINS READY

If some one hands you a silver coin tomorrow that has an unfamiliar look, don't refuse it in the belief that it is counterfeit or of foreign origin. The probabilities are that it will be a sample of Uncle Sam's new mintage, which is about to be placed in circulation in compliance with the law that requires a change in the designs of the silver pieces once in every twenty years.

The new coins now ready for circulation, consist of half-dollars, quarter-dollars and dimes. For more than a month the United States mints in Philadelphia, Denver and San Francisco have been turning them out at a rate of about \$40,000 worth a day, so that now the amount on hand is sufficient to be placed in circulation over the entire country within the next few days.

The design of the new half-dollars is considered a higher type of art than the coins that have for so long been familiar. The markings are not

so prominently cut and the coin has a much smoother appearance. On one side of it is the figure of the Goddess of Liberty holding in one arm a bunch of olive branches. Above the figure are the words, "In God We Trust"; below it is the word "Liberty." On the opposite side of the coin there is a spread eagle grasping an oak twig in his talons as he stands upon a rock. At the top is printed "The United States of America" and at the bottom "Half Dollar."

One side of the new quarter has the full figure of a woman coming thru a gate in a wall. On the opposite side there is pictured an eagle in flight. The new dime is of a sharper cut. On one side is the head of a woman. Over the head is printed the word "Liberty" and in the lower left hand corner the date. The obverse side of the coin has a bundle of Roman "fasces" tied tightly together with an ax and a strong oak stick. Below the cutting in the Latin quotation "E Pluribus Unum."

A STRANGER GETTING A LINE ON VALUES



WHY shouldn't quality count in your tobacco too? Give the quality test to W-B CUT Chewing. Use half as much as ordinary tobacco—it's rich tobacco, chuck full of satisfaction. No need to hide good tobacco under sweetening. Notice how the salt seasoning brings out the flavor. —no need to use so much, no need to waste. A 10c pouch goes as far as 20 cents'.

Made by WEYMAN-BRUTON COMPANY.

Save 25 per cent. ON STOVES AND FURNITURE

Sept 2 to Sept 9

JUST ARRIVED—a car load of Ranges, Base burners and Furniture, which was purchased 8 months ago at a very low figure. We will sell this lot of goods at a big saving to the public. If you need a stove or piece of furniture BUY EARLY as all re-orders will be advanced in price.

FREE—a 42 piece dinner set or 1 aluminum coffee pot or tea kettle with each stove sold until Sept. 10t.

Goods Sold On Easy Payments

E. MILLER, Prop.

STABLES IN—
CRYSTAL FALLS, MICHIGAN IRON RIVER, MICHIGAN

THE HORSE MARKET OF
THE UPPER PENINSULA

Horses and Wagons

Will Soon Have '30 Head
OF THE BEST HORSES AND
MARES FROM IOWA

Iron County Farmers Have, in Late Years, Improved Their Class of Horses by Buying From me. The result shows some of the finest work horses that can be found anywhere.

—DEALER IN—

MITCHELL, VELIE AND DORT CARS

FRED M. REINDL,

Crystal Falls, Mich.

We Announce!



WE ANNOUNCE the greatest assortment of fabrics for men's made-to-measure Fall Suits and Overcoats ever shown here.

We announce the famous JOHN HALL tailoring—which means perfect style, perfect fit, perfect satisfaction.

Listen Men!

We invite every man in town to come and see these fabrics and styles. We ask you not to take our word but to use your own judgment. If you don't see the biggest values you have ever been offered, don't give your order. But—we know what you'll think and say. Any man who knows good fabrics and good tailoring will put his O. K. on the JOHN HALL garments.

Made--to--Measure

We will give you the kind of tailoring that puts the look of prosperity on any man. We will guarantee the fit and workmanship. If it doesn't suit you, don't take the suit or overcoat you have ordered. You can't lose when you get your clothes here. You don't take any risk. You play safe.

Now About Prices

Get it out of your head that you have to pay \$30, \$35 or \$40 or more for a made to measure suit. That notion is exploded. We have proved that a suit or overcoat good enough for the most particular dresser can be made at a saving of 1 to 2 the old prices. We will prove it to you. Come and see our suitings and overcoat fabrics at \$16.50, \$18.50, \$22.50 and \$25.00 --COME NOW!

J. R. Stolberg